The non-stop news of WTOP Radio.

The year Washington D.C. got some great news.

Non-stop audience growth.

WTOP audience growth has not only been *dramatic* but *consistent*.
In the year April/May 1969 to April/May 1970 WEEKLY CUME FOR PERSONS 12+ HAS INCREASED **16%** from 370,600 in 1969 to 429,600 in 1970.
This is the **fastest growth rate** of **any Washington radio station.**

How we got going—non-stop.

Making the news could well be called Washington's biggest industry. Here, in the news capital of the world, newsmakers—The President, The Congress, Cabinet and other governmental officials, both local and federal, initiate and enact policies that affect not only the country but the world.

In Washington, more than in any other American city, there was a real demand for a comprehensive all-news radio station, a source of instant news for news-hungry Washingtonians.

Because we knew that no other medium can react as rapidly as radio to changing events, and because we felt a responsibility to our community to fill an important gap in news reporting, WTOP inaugurated in 1969, our "non-stop news" format . . . giving Washingtonians all the news they want any time they want it.

It was a gamble—we knew it. But our commitment to more and better news coverage turned out to be the best news to hit Washington in years . . . for WTOP, for Washingtonians and for advertisers, too.

Our role... our responsibility.

Deciding to go "all-news" meant going all out. And with it came added responsibility. What could we do to contribute to our audience's understanding of news events—particularly when Washington listeners are so sophisticated about news reporting? With the time and the facilities to explore the great potential of radio as a news medium, we were determined to be more than an echo of wire services and news tickers. Our staff was expanded to 70 journalists —the largest in Washington.

Their job: to search for the trends, meaning, causes and relevance of all news events; to transmit, concisely and clearly, every report from City Hall to Cambodia. This staff and the entire CBS News team went to work. Listeners began to turn to us more and more for intelligence and insight. They made **WTOP the fastest growing radio station in Washington.**

What's news anyway?

What's news is what interests people—all kinds of people. At WTOP Radio, we cover the interests of Washingtonians non-stop. Our staff of inventive journalists, under the direction of 20-year veteran Jim Snyder, has covered stories from the men-vs.-midi skirts to the campus-vs.-the-cops phenomenon. WTOP listeners depend on us for all their news. They get:

Weather Reports—Every Seven Minutes

Sports News—Every Half-Hour

Business News—Six Times Each Day

Stock Market Reports—Four Times Each Day

News Headlines—Three Times Every Hour

Traffic Reports—Four Times Per Hour, Morning and Evening

Even more than exceptional hard news coverage, we offer commentary and special in-depth studies.

- Rich Adams speaks from the ghetto to the community
- Carolyn Lewis covers Capitol Hill
- Doug Llewelyn looks at the light side of news
- Warner Wolf rhapsodizes about sports.
- Bob Dalton interprets stock-market gyrations
- Davey Marlin-Jones reviews theatre and cinema
- Ann Taylor keeps up with consumer concerns
- The WTOP "Trouble Shooter" solves listeners' problems
- And the added "Dimension" of CBS News scans the globe

Commentary is an important part of our news coverage. We not only report the news, but also analyze it. And from *many differing viewpoints*. The always stimulating, often feisty opinions of **James J. Kilpatrick;** the wide-ranging opinions of **Carl Rowan;** the observations of **Frank Mankiewicz** and **Tom Braden,** with tongue-in-cheek jabs at all portions of the political spectrum; and **Earl Mazo** keeps a trained eye on the Administration. Listeners get a story from all sides—including our own—in hard-hitting editorials.

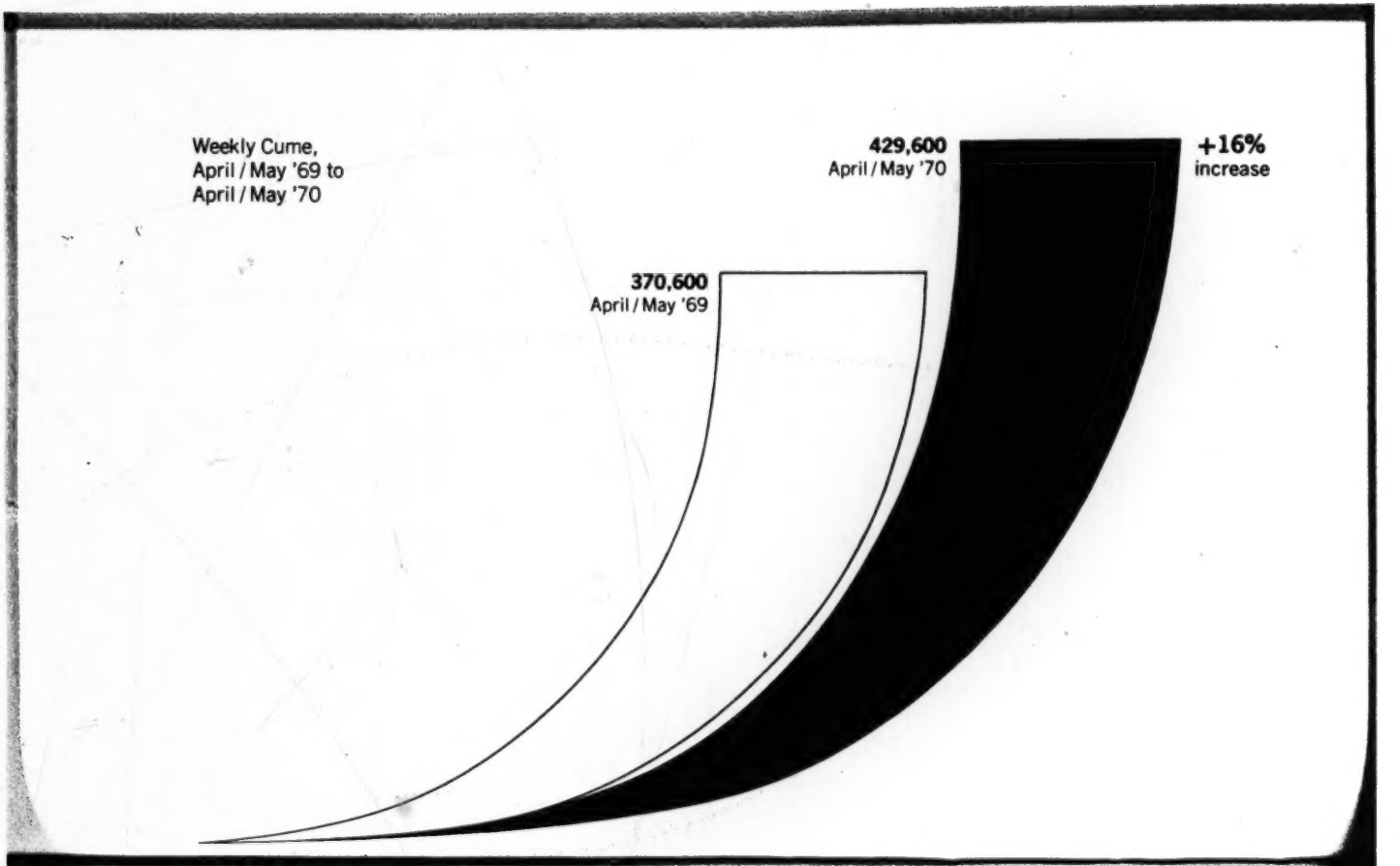
Excitement interests people. And more and more people are interested in WTOP Radio. No wonder we're the fastest growing radio station in Washington.

Community-minded news.

WTOP's dedication to our community goes beyond even news coverage and commentary. We've been crusading some, too. The problems of our community, like those of any growing metropolis, need investigation, discussion, dissection, and criticism. The WTOP news team delves into these issues—the skyrocketing cost of living, the educational environment, home-rule, drugs and the children. We talk to authorities, citizens, to everyone involved and we draw conclusions. We also get results.

WTOP correspondent George Allen made an in-depth study of the difficulties of the District Health Department. His report started with the problems of providing proper care to all of Washington's needy citizens. It ended with the reorganization of the Health Department and a new resolution by the Mayor to see that health matters were more carefully and efficiently handled. Out of WTOP's investigations came government action. We're proud of that.

We're involved in Washington. And Washington is involved with us . . . more and more often, in greater and greater numbers. WTOP Radio 150 is moving ahead—non-stop. As proof, **More members of Congress regularly listen to WTOP than to any other radio station.**

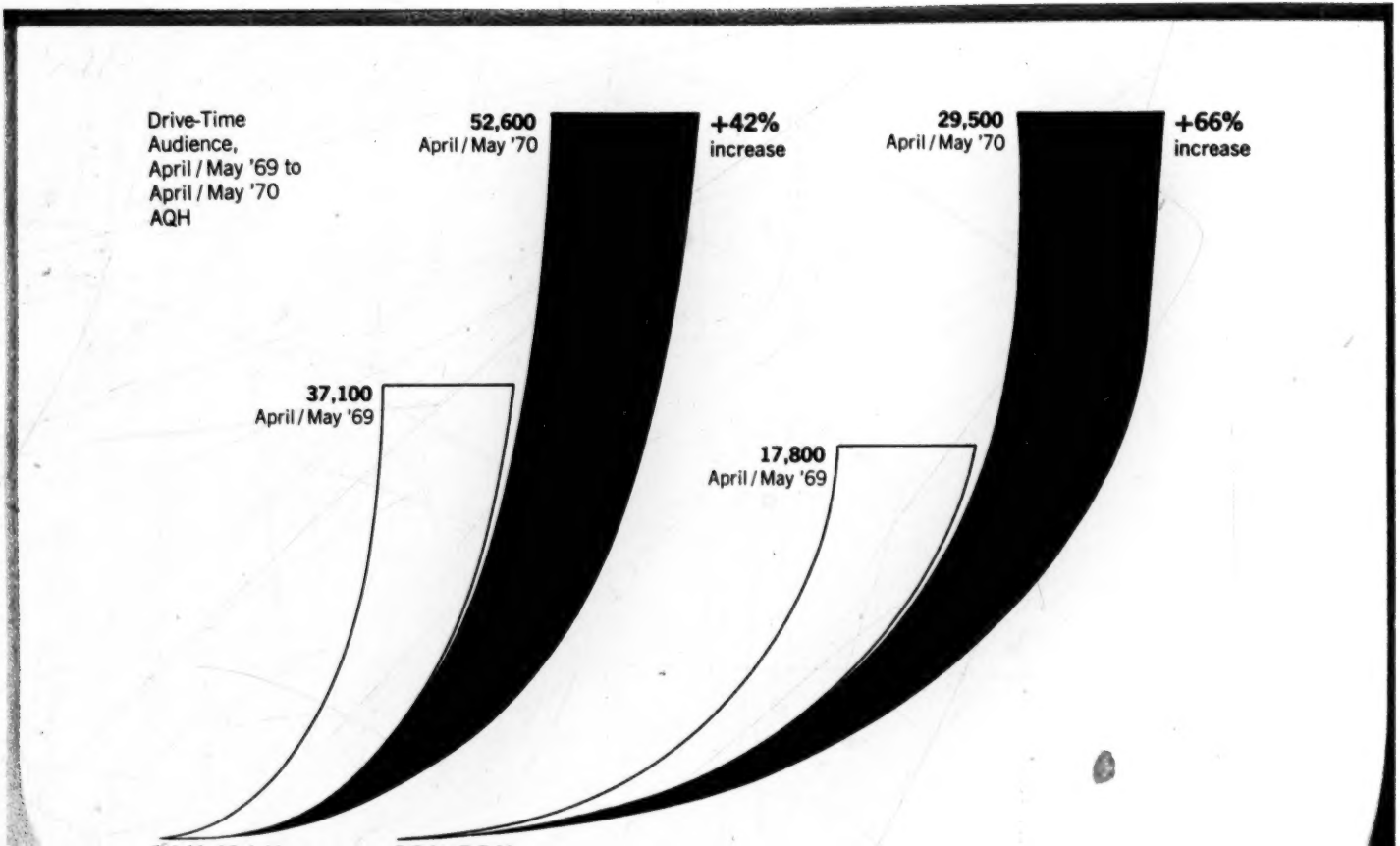

Weekly Cume,
April / May '69 to
April / May '70
429,600
April / May '70
+16%
increase
370,600
April / May '69

Dramatic drive-time gains.

Audience habits and loyalties are not easily changed. That makes drive-time competition particularly tough. But even in the difficult drive time hours, WTOP can show *consistent* and *significant* growth.

The April/May 1970 ARB Survey show that:
In an average quarter-hour, Monday-Friday—
6:00-10:00 A.M. LISTENERSHIP OF PERSONS 12+ INCREASED **42%** from 37,100 in 1969 to 52,600 in 1970.
3:00-7:00 P.M. LISTENERSHIP OF PERSONS 12+ INCREASED **66%** from 17,800 in 1969 to 29,500 in 1970.

More people are listening to WTOP more often. Think what that means to you when you have a message to present!


Drive-Time
Audience,
April / May '69 to
April / May '70
AQH
52,600
April / May '70
+42%
increase
37,100
April / May '69
29,500
April / May '70
+66%
increase
17,800
April / May '69

Are women interested in non-stop news?

Our first year shattered long-standing notions about women's interest in news—particularly in all-news programming.

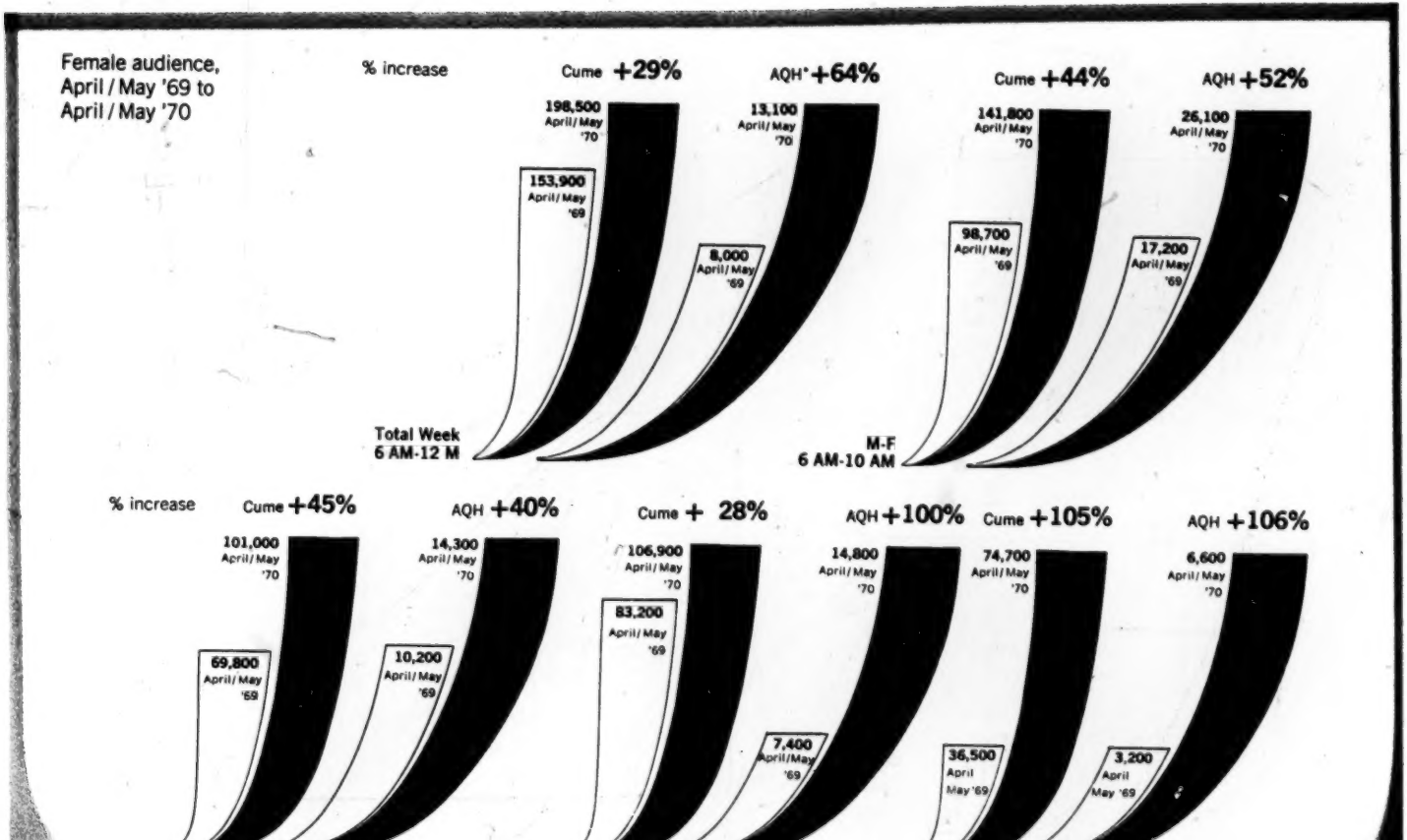
Why? Because through a series of unique approaches we invited them to listen.

Note the dramatic gains in total week female audience.

As a result In **every survey time period,** more women are listening to WTOP Radio.

Female listenership on WTOP Radio, according to the April/May 1970 ARB Survey, *has increased* as follows:

Total Week **+45%**
Daytime
10 A.M. to 3 P.M. **+80%**
Early Morning
6 A.M. to 10 A.M. **+6%**
Early Evening
3 P.M. to 7 P.M. **+48%**
Late Evening
7 P.M. to Midnight **+51%**


Female audience,
April / May '69 to
April / May '70
% increase
Cume +29%
AQH* +64%
198,500 April/ May '70
153,900 April/ May '69
13,100 April/ May '70
8,000 April/ May '69
Total Week
6 AM-12 M
Cume +44%
AQH +52%
141,800 April/ May '70
98,700 April/ May '69
26,100 April/ May '70
17,200 April/ May '69
M-F
6 AM-10 AM
% increase
Cume +45%
AQH +40%
101,000 April/ May '70
69,800 April/ May '69
14,300 April/ May '70
10,200 April/ May '69
Cume + 28%
AQH +100%
106,900 April/ May '70
83,200 April/ May '69
14,800 April/ May '70
7,400 April/ May '69
Cume +105%
AQH +106%
74,700 April/ May '70
36,500 April May '69
6,600 April/ May '70
3,200 April May '69

The involved audience.

WTOP non-stop news is not soothing syrup. Listeners deliberately *select it* on their dials, deliberately listen to it, react to it, become *involved* with it.

For advertisers, WTOP has built *a new audience* in the Washington market—a massive audience that *listens*. Within this audience, advertisers will find more than one "public". All are in the market for your products or services. Important segments, with special kinds of Washington interests, will open their minds to your special messages or campaigns which speak to large public issues.

The year Washington, D.C. got some great news was also the year advertisers got some great news.